

This Page Is Inserted by IFW Operations  
and is not a part of the Official Record

## **BEST AVAILABLE IMAGES**

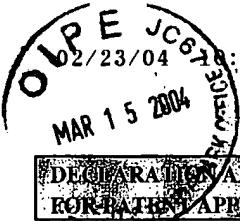
Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problem Mailbox.**



## PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY  
FOR A PATENT APPLICATIONATTORNEY DOCKET NO. 025-036-US-119  
CLIENT DOCKET NO. GP-089-03-US

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

System And Method For Automatically Targeting Web-Based Advertisements

the specification of which is attached hereto unless the following box is checked:

was filed on September 30, 2003 as US Application Serial No. 10/676,195 or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

## Foreign Application(s) and/or Claim of Foreign Priority

I hereby claim foreign priority benefits under Title 35, United States Code Section 119 of any foreign application(s) for patent or inventor(s) certificate listed below and have also identified below any foreign application for patent or inventor(s) certificate having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES: _____ NO: _____
			YES: _____ NO: _____

## Provisional Application

I hereby claim the benefit under Title 35, United States Code Section 119(e) of any United States provisional application(s) listed below:

APPLICATION SERIAL NUMBER	FILING DATE

## U.S. Priority Claim

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION SERIAL NUMBER	FILING DATE	STATUS(patented/pending/abandoned)

## POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Patrick J.S. Inouye, Reg. No. 40297

Kulpreet Rana, Esq., Reg. No. 43127  
Karl Sun, Esq., Reg. No. 45143  
Amin Zoufonoun, Esq., Reg. No. 48065

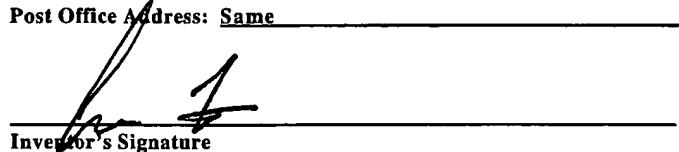
## Send Correspondence To:

Patrick J.S. Inouye  
Law Office of Patrick J.S. Inouye  
810 Third Avenue  
Suite 258  
Seattle, WA 98104

## Direct Telephone Call To:

Patrick J.S. Inouye  
(206) 381-3900

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

DECLARATION AND POWER OF ATTORNEY  
FOR PATENT APPLICATION (continued)ATTORNEY DOCKET NO: 0280366-US  
CLIENT DOCKET NO: GP-089-03-USFull Name of Inventor: Andrew FikesCitizenship: USAResidence: 1879 Fallen Leaf Lane, Los Altos, CA 94024Post Office Address: Same  
Inventor's Signature

Date

02/19/04Full Name of Inventor: Ross KoningsteinCitizenship: USAResidence: 1028 Henderson Ave, Menlo Park, CA 94025Post Office Address: Same  
Inventor's Signature

Date

Full Name of Inventor: John BauerCitizenship: USAResidence: 415 Del Medio #8, Mountain View, CA 94040Post Office Address: Same  
Inventor's Signature

Date

2/19/04

## PATENT APPLICATION

MAR 15 2004

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name; I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: System And Method For Automatically Targeting Web-Based Advertisements, the specification of which is attached hereto unless the following box is checked:

(X) was filed on September 30, 2003 as US Application Serial No. 10/676,195 or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in 37 CFR 1.56.

## Foreign Application(s) and/or Claim of Foreign Priority

I hereby claim foreign priority benefits under Title 35, United States Code Section 119 of any foreign application(s) for patent or inventor(s) certificate listed below and have also identified below any foreign application for patent or inventor(s) certificate having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES: _____ NO: _____
			YES: _____ NO: _____

## Provisional Application

I hereby claim the benefit under Title 35, United States Code Section 119(c) of any United States provisional application(s) listed below:

APPLICATION SERIAL NUMBER	FILING DATE

## U.S. Priority Claim

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION SERIAL NUMBER	FILING DATE	STATUS(patented/pending/abandoned)

## POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Patrick J.S. Incuys, Reg. No. 40297

Kulpreet Rana, Esq., Reg. No. 43127  
Karl Sun, Esq., Reg. No. 45143  
Amin Zoufonoun, Esq., Reg. No. 48065

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: Andrew Elkes Citizenship: USA

Residence: 1879 Fallen Leaf Lane, Los Altos, CA 94024

Post Office Address: Same

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Full Name of Inventor: Ross Koenigstein Citizenship: USA

Residence: 1028 Henderson Ave, Menlo Park, CA 94025

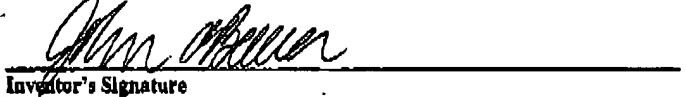
Post Office Address: Same

 Inventor's Signature \_\_\_\_\_ Date 8 March 2004

Full Name of Inventor: John Bauer Citizenship: USA

Residence: 415 Del Medio #8, Mountain View, CA 94040

Post Office Address: Same

 Inventor's Signature \_\_\_\_\_ Date 8 March 2004